

THE CLEARY BUSINESS ARTS™ CURRICULUM

DIGITAL MARKETING



With a Digital Marketing degree, employers will be looking for you! Marketing is essential to any product or service, and digital marketing is leading the charge in advertising, decision-making and consumer preferences. Cleary Digital Marketing graduates are equipped with in-depth knowledge and insights on marketing principles, the power of persuasion, producing sustainable outcomes for businesses, and helping increase revenue for organizations. You'll be ready to develop, execute and promote products and services for any industry. Business law, economics, information technology, financial management and foundational businesses courses are included in the curriculum to provide students with a well-rounded education.

Career opportunities available in Digital Marketing

Jobs open to those with a bachelor's degree in Digital Marketing include search engine optimization (SEO) specialist, digital marketing manager, Facebook ads expert, content marketing specialist, social media manager, marketing director, e-Commerce specialist, SEO copywriter, email marketing specialist, digital marketing communications manager and many more. With more and more companies continuing to shift and evolve their business online, you will be in demand.

The Cleary Mind™ gives Cleary graduates a competitive advantage

Cleary University instills in our students the following:

Critical Thinking

Leadership

Ethics

Creative Thinking

Persuasion

Problem Solving

Entrepreneurship

Communication

The Cleary Mind™ is the core of who we are and what distinguishes us from other universities. As students begin their academic career here – online or on campus – they begin learning the attributes of The Cleary Mind™, and by the time they graduate, The Cleary Mind™ has become their way of thinking, leading and living. That's why employers want to hire Cleary graduates. They not only have the workplace competencies to master their new job, but they also are ready to serve as creative and critical thinkers, problem solvers, effective and persuasive communicators, and ethical leaders, mentors and entrepreneurs. They exceed the expectations of employers!



DIGITAL MARKETING CURRICULUM PATHWAY - SINGLE MAJOR BBA IN BUSINESS MANAGEMENT

		COURSE	CATEGORY	CREDITS
YEAR ONE	FALL	ENG 1000 English Composition PHL 1200 Critical Thinking in an Illogical World BUS 1100 Introduction to Organizations TCM 1000 The Cleary Mind: Introduction to Human Behavior and Leadership MIS 1000 Applied Business Tools Total Credits	GE ENG/COM GE HUM BBA Core GE SS BBA Core	3 3 3 3 3 15
	SPRING	ENG 1100 Discourse and Delivery ECO 1000 Introduction to Macroeconomics COM 1400 Speech Communications QLR 1000 Data Foundations SCI 1500 The Science of Well-Being Total Credits	GE ENG/COM GE SS GE HUM GE MTH GE NS	3 3 3 3 3 15
YEAR TWO	FALL	ECO 2000 Introduction to Microeconomics OPM 2000 Operations Management ACC 1000 Introduction to Financial Accounting MKT 2200 Introduction to Marketing ELE Elective Course Total Credits	GE ELE SS BBA Core BBA Core BBA Core ELE	3 3 3 3 3 15
	SPRING	LAW 2900 Business Law HRM 2800 Introduction to Human Resource Mgmt ACC 2000 Introduction to Managerial Accounting NTR 2000 Nutrition for the Active Adult with Lab ELE Elective Course CAR 1050 Navigating Academic and Life Challenges Total Credits	BBA Core BBA Core BBA Core GE NS ELE Prog Course	3 3 3 3 3 1 16
YEAR THREE	FALL	COM 3200 Organizational Communication in a Global Environment MGT 3400 Managing Projects and Processes in Organizations DMA 4200 Data Analysis in Business FIN 3000 Introduction to Corporate Finance ELE Elective Course Total Credits	BBA Core BBA Core BBA Core BBA Core ELE	3 3 3 3 3 15
	SPRING	BUS 3500 Strategic Management PHL 4010 Culture of Ethics BUS 3000 Emerging Business Technologies MKT 3360 <i>Storytelling with Content Marketing</i> Elective Course Total Credits	BBA Core BBA Core BBA Core Course Major ELE	3 3 3 3 3 15
YEAR FOUR	FALL	MGT 4071 Organizational Behavior LED 4010 Leadership Theories and Applications MKT 4350 <i>Social Media and Practice</i> MKT 4355 <i>Social Media Advertising</i> CAR 3060 Navigating Future Career and Life Challenges Total Credits	BBA Core BBA Core Course Major Course Major Prog Course	3 3 3 3 2 14
	SPRING	LED 4900 Leadership Seminar MKT 4360 <i>Managing the Customer Relationship</i> MKT 4450 <i>Marketing Metrics and Analytics for Decision Making</i> Elective Course Elective Course Total Credits	Prog Course Course Major Course Major ELE ELE	3 3 3 3 3 15
TOTAL CREDITS				120